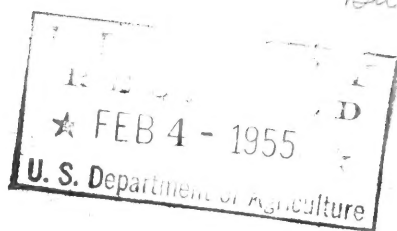


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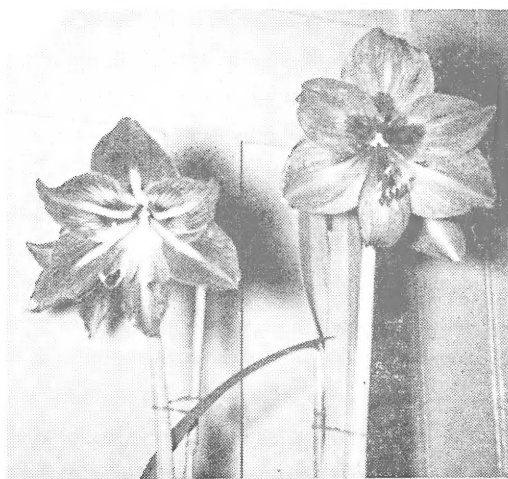
1954 FALL AND WINTER SEASON 1955

JOHNSON BROS.

Flower Bulb Importers

P. O. Box 463 Bound Brook, N. J.

GIANT HYBRID BULBS OF AMARYLLIS



BLOOM ON LEFT IS AN ORIENT
HYBRID, ONE ON THE RIGHT
A DUTCH HYBRID.

A General Letter To You From Us

We welcome with you another season of deep enjoyment, interest and relaxation indoors from these amazing bulbs which we offer in the following pages, the best of the DUTCH strains (61) named varieties of the WARMENHOVEN, LUDWIG and VAN MEEUWAN strains, the highly vigorous ORIENT strain and the outstanding domestic strains of HOWARD & SMITH as well as the hardy variety from Japan, L. Squamigera and L. Radiata.

According to MARK TWAIN, to be a success in this life all you need is ignorance and confidence. We started our business that way and are decreasing our ignorance rapidly and increasing our confidence, our success is knowing that our customers derive unbounded enjoyment from the bulbs we ship them and we know this from the many letters of appreciation we receive.

We are a young business but growing soundly in spite of the mistakes we've made and the difficulties encountered. We look to GOD for guidance and wisdom in our daily living and thank HIM for all things. Our keenest pleasure is growing flowers, specially AMARYLLIS and it is our earnest desire to include you in the very desirable group of our well pleased customers who are our good friends.

Much wealth is ours from this business, not in money value but in the value of the flower loving friends we've made for whom we are very grateful.

Amaryllis have much to offer when you consider the perfect beauty of their blooms produced from such plain looking brown bulbs year after year for as many years as you will give them just normal sensible care. When you consider the commonplace requirements of Amaryllis, water, light (sun), air and soil and the profound beauty resulting, it is little wonder that we classify them as amazing.

DUTCH hybrid offerings in 28 cm. size bulbs circumference which is equal to approximately $3\frac{1}{2}$ " diameter.

Ludwig Strain Varieties

AMERICAN EXPRESS — striking orient red blooms 8" to 9" across on medium tall stems — sells out quick	each \$4.50
SHAKESPEARE — glistening orient red 8" blooms on medium tall stems	each \$5.00
RED SPARKLE — rich vermilion 8" to 9" blooms on very tall stems	each \$5.00
INVINCIBLE — sharp red 8" blooms on medium stems two of which often bloom at the same time displaying 8 blooms	each \$5.50
XAMERICAN FASHION — breathtaking 8" rose color blooms on 28" stems, super	each \$7.00
MAC ARTHUR — soft dark vermilion $7\frac{1}{2}$ " blooms on quite tall 30" stems	each \$7.00

X SOLD OUT

MARGARET ROSE — new last season, mandarin rose 8" to 9"	
blossoms on medium tall stems	each \$7.00
SIREN — new last year, dainty salmon rose 8" to 9" blossoms	
on medium tall stems	each \$8.00
DORIS LILIAN — fabulous carmine rose 7½" blossoms on medium	
tall 28" stems very outstanding	each \$8.00
SALMON JOY — very unusual salmon scarlet 9" blossoms on	
quite tall stems — sells out fast	each \$5.50
HALLEY — this variety has sold out every year, gorgeous poppy	
red 8" blossoms on two foot stems, don't miss.	each \$5.50
ORANGE FIRE — mandarin red 8½" blossoms on medium	
tall stems	each \$5.50
ORANGE WONDER — sharp poppy red 9" blossoms on medium	
tall stems	each \$5.50
FANTASY — rose pink 7½" blossoms on two foot stems	each \$5.50
MORNING STAR — begonia pink with white star in throat, 8"	
blossoms on quite tall stems, very attractive	each \$5.50
PINK PERFECTION — velvety rose, pink 8" blossoms on medium	
tall stems, sometimes bearing three stems	each \$9.00
LOVE'S DESIRE — new this year, medium deep pink 9" blossoms	
on medium tall stems	each \$9.00
PINKSTERFLOWER — dreamy light pink 8" blossoms	
on medium tall stems	each \$6.50
X PINK FAVORITE — soft pink 9" blossoms on quite tall stems,	
very desirable	each \$9.00
NIVALIS — perfectly shaped pure white 8" blossoms on	
two foot stems	each \$5.00
BRIDESMAID — pure white 7½" blossoms on two foot stems,	
slightly fragrant	each \$4.50
X LUDWIG'S DAZZLER — dazzling white perfect shaped 8½"	
blossoms on medium tall stems, one of the best whites	each \$6.50
MARIA GORETTI — excellent white 8" blossoms slightly	
ruffled on medium tall stems	each \$4.50
WHITE GIANT — intense glistening white 8" blossoms on	
on two foot stems	each \$5.50
<i>Most of the DUTCH strain varieties listed bear two stems</i>	
<i>with four blossoms to a stem generally.</i>	

Warmenhoven Strain Varieties

X RED MASTER — 2 to 3 very dark red 11" blossoms on	
two foot stems	each \$7.00
MORENO — rich dark red 8" blossoms on 26" stems,	
often three stems	each \$6.00
LUCIFER — dark red 8" blossoms on 20" stems	each \$5.50
SCARLET TRIUMPH — light red 10" blossoms on two foot stems,	
often three stems with four blossoms each	each \$5.50

ANNA PAULOWNA — light red 8" blooms on two foot stems, often three stems with four blooms each	each \$5.50
x CHEROKEE — metallic red 8" blooms on medium tall stems, very unusual, new this season	each \$9.75
MYSTERIE — rose red 7" blooms on 20" tall stems	each \$5.00
CHRISTMAS JOY — bright red 7½" blooms on two foot stems,	each \$5.00
BORDEAUX — velvety scarlet 10" blooms on 28" tall stems ...	each \$5.00
PRINCE OF ORANGE — rich orange scarlet 8" blooms on 20" stems	each \$5.00
ORANGE FAVORITE — mellow orange red 8" blooms on two foot stems	each \$5.50
x BEACON — new this season, deep salmon white banded 10" blooms on medium tall stems	each \$9.75
SALMONETTE — deep salmon 8" blooms on two foot tall stems, often three stems with 4 to 6 blooms each	each \$6.00
x SWEET SEVENTEEN — frosty salmon rose on white with 4 nine inch blooms on each of three stems, another sell out	each 6.00
QUEEN'S PAGE — another outstanding salmon orange with 4 eight inch blooms on each of three 20" tall stems	each \$6.00
x KING of the STRIPES — pink to white with carmine lines, 3 to 4 five inch blooms on two foot stems (3 stems)	each \$5.00
STRIPED BEAUTY — orange, scarlet lined white bordered with 3 four inch blooms on each of three 20" tall stems	each \$5.50
x VIOLETTA — very rich deep rose with violet hued effect, 3 to 4 eight inch blooms on each of three two foot stems	each \$5.50
JOAN of ARC — pure glistening white 7½" blooms 4 to 6 on each of two to three two foot stems	each \$6.00
LEADING LADY — another pure white, 3 to 4 seven inch blooms on each of three 20" stems	each \$5.50
MT. TACOMA — still another pure white, with 4 seven inch blooms on each of three two foot stems	each \$5.50
x QUEEN of the WHITES — Warmenhoven's best white — glistening waxy pure white with recurved petal tips, 4 to 5 nine inch blooms on each of three two foot stems. Rarely enough of these to fill orders	each \$6.50

*All Dutch whites are pure with the exception of a slight green tinge
in throat and all colors are solid except those noted otherwise and a
few varieties with slight blends of shades.*

Van Meeuwen Strain Varieties

While this strain is not as well known as the WARMENHOVEN and LUDWIG strains and we have not actually grown them, we have seen a number of them and find them to be of excellent form and substance, highly suitable for exhibition and high class hybridizing stock. Their blooms are solid color ranging from 8" to 10" across on stems somewhat taller than WARMENHOVEN'S.

x SOLD OUT

The hybridizer's description follows—

	ALBINO — pure white	\$5.00	each
x	ARANTA — salmon orange	\$6.00	"
	DIDO — salmon	\$5.50	"
	SELMA — salmon	\$5.50	"
x	SOLINA — salmon orange	\$5.00	"
	SORITA — salmon	\$5.00	"
	FABIOLA — light red	\$5.00	"
	FAUST — brilliant red	\$6.00	"
x	IMPERATOR — deep orange red	\$6.50	"
x	JULIA — bright orange red	\$5.00	"
	LUCIFER — deep orange red	\$6.00	"
x	MARYON — blood red	\$6.50	"
	QUEEN SUPERIORA — blood red	\$6.50	"
	ROSE QUEEN — deep pink with white center	\$5.50	"
x	SUPERBA — reddish purple	\$7.00	"

Limited stock of these famous varieties.

The Dutch strains will reach us from Holland late in November and we suggest that you order early to obtain the varieties desired. In the event we are sold out of a specific variety on your order list when we receive it from you we will substitute nearest variety unless you request "no substitutions" on your order.

FAITH IN GOD AND HIS THINGS IS THE FINEST FOUNDATION
FOR THE FUTURE AND SECURITY OF ANY OF US.

ORIENT STRAIN

Giant Hybrid Amaryllis Hippeastrum

Most of you will remember that we offered bulbs of this strain from the HIMALAYA MTS. last season after test growing them for a season.

Our additional testing this past year has substantiated our claims for them as excellent hybridizing stock due to their exceptional vigor.

Their habit of blooming after the Dutch hybrids is advantageous since it prolongs the length of time one may enjoy these amazing 6" to 8" blooms into early summer when the usual seasonal flowers are starting to make their appearance.

This strain can be forced earlier if desired or held dormant and planted outdoors to bloom in areas where the soil warms up sufficiently early in the spring.

The past season we started planting these bulbs out early in April and had rich velvety blooms as late as the latter part of June.

Available starting about mid-October in light or dark reds, some solid color, some with white stripes and others with cream stars or white stars. Also whites with red featherings or veins.

SOLD OUT

✕ Bulbs not less than 24 cm. or 3" diameter	each \$ 2.25
6 bulbs	\$10.50
Bulbs not less than 20 cm. or 2½" diameter	each \$ 2.00
6 bulbs	\$ 8.75

The miniature bloom type of above 3" to 5" blooms also available priced as above.

DOMESTIC STRAINS

For the first time we hereby offer Amaryllis bulbs of the famous HOWARD & SMITH strain grown in sunny southern California and producing blooms in size, substance and depth of color closely approaching the Dutch strains.

Available about mid-November in solid crimson, red or variegated as well as in pure white.

Bulbs not less than 3¼" diameter (colors)	each \$1.50
or 3 for	\$4.00

Same size bulb of pure white blooms	each \$6.00
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These are very very scarce.

We are fortunate in obtaining a limited quantity of Florida grown private strain giant bloom bulbs of hybrid Amaryllis in mixed colors and large bulbs. In our next, revised folder early in 1955 we will list all details of this find as well as offering a limited quantity of FRENCH strain hybrids which we are unable to list in this early folder.

Hardy Amaryllis Imported From Japan

Also known as the Japanese Magic Lily but botanically known as Lycoris Squamigera. These most interesting bulbs produce a magnificent



Japanese Magic Lily

umbel of gorgeous, scented pink lilies slightly tinged lavender around the top of a stem about two feet tall around August 10th each year after foliage has died down early in June. Planted in groups of three or six bulbs per group in a sunny well drained location they multiply and need to be dug up and divided every three to four years. Due to the lack of foliage at the time of flowering it is helpful to plant a few petunia or dwarf mums in front of the groups to detract from the naked appearance of the flower stems. Requiring very little attention hardy Ameryllis would be ideal to plant on graves.

Available June 1st to time the soil freezes and in blooming size 6" circumference bulbs

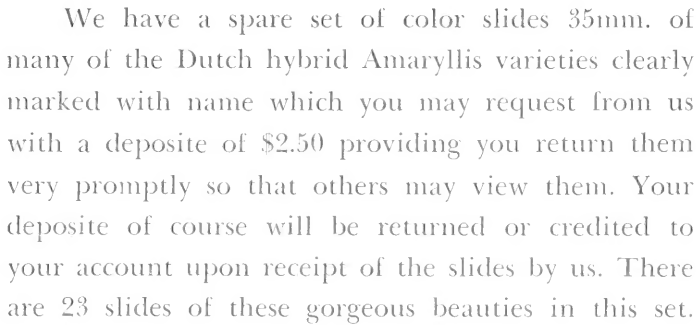
per dozen \$3.50

L. Radiata, the bright red member of this family, blooming in mid-September, also hardy available in blooming size

bulbs 3" to 4" circumference

per dozen \$2.50

Both varieties shipped with live roots.



We have a spare set of color slides 35mm. of many of the Dutch hybrid Amaryllis varieties clearly marked with name which you may request from us with a deposite of \$2.50 providing you return them very promptly so that others may view them. Your deposite of course will be returned or credited to your account upon receipt of the slides by us. There are 23 slides of these gorgeous beauties in this set.

ACTIVO

Since we use and highly recommend ACTIVO the very high living bacteria content humus which we add to our potting mixture for good Amaryllis growth, many of our customers have asked us where they can obtain this ingredient. As a result of these inquiries we now carry for your convenience a supply of the small size in plastic bags (approx. 2 lbs.) priced at \$1.00 if included with your order of bulbs.

TERMS

Remit in convenient form with order, C.O.D.s are a source of considerable trouble to us.

We guarantee bulbs true to strain, variety and size but cannot guarantee perfect full size bloom if handled improperly by you the buyer.

Allow a reasonable time to elapse to receive your bulbs as we will hold shipment a short time if the weather at that time is extremely cold even though we pack well to withstand weather.

We replace without cost to you any bulbs received by you in a damaged condition due to transportation. All bulbs shipped to you postpaid unless otherwise stated by us.

ATTENTION PLEASE!

Many of our customers have asked us where can they purchase a booklet on the amazing IMPORTED HYBRID AMARYLLIS covering the general handling in the proper manner.

In February 1954 we completed the first edition of such a booklet paper bound and dwelling on the most important condensed highlights so helpful to a beginner. The booklet contains photos of vital value and should be of interest also to experienced Amaryllis lovers. It is at 50c per copy.

CUSTOMERS CORNER

This section is for anything helpful to those who love Amaryllis, such as new or better proven ways of growing these amazing bulbs better, the specific varieties which won for you awards in local Amaryllis shows or a particular variety you favor and do exceptionally well with and why. Please inform us of any unusual experience which may prove helpful to others.

As an example, Mrs. Kittle of Florida wrote us last spring as follows: "3 years ago I bought 10 Dutch hybrid Amaryllis seeds from you and now have 9 huge bulbs all beautiful reds and orange reds with 9" blooms which took blue ribbons at flower show this spring."

We are pleased with the following excerpts which indicate that we do endeavor to carry on our business in a manner to satisfy you:

"The bulbs I got from you this past spring turned out swell." — Mr. Kempa, Missouri.

"Bulbs from you last year were just wonderful." Mr. Schmidt, Ohio.

"Last shipment of Amaryllis bulbs came thru in very good condition." Mrs. Smyer, Texas.

"Delighted with your bulbs please duplicate order." Mr. Oakes, N. J.

"Received bulbs to-day in good shape and was very much pleased with size and condition of them." Mr. Wuest, N. J.

"Bulbs arrived yesterday in fine shape thanks for fine service." Mr. Black, California.

"Amaryllis bulbs you shipped me are a delight to everyone who has seen them." Mr. Higgins, Del.

"The Ludwig bulbs I purchased from you last year performed like champions." Mr. Thompson, W.Va.

"Received your splendid booklet on Amaryllis, thank you very much. I know this booklet will prove helpful to me as I have a collection of 150 bulbs at the present time, dating back to a bulb obtained by my Mother sometime between 1895 and 1902." Mrs. Smyer, Pa.

No more space this time, please let us hear from you and may GOD bless you.